

40 MEN
Are Going
To Form
The Largest
POULTRY FARM
In Canada



Will You Be One Of Them?

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COMMUNITY POULTRY KEEPING

Higher Net Prices for Products and Lower Feed Costs by Working in Co-operation

The community system of poultry farming is a practical and ideal one, especially for a man of limited or moderate means. By buying his feed in co-operation with other members of the Community he is able to save materially on the cost, often as much as \$1.00 per cwt., and sometimes more. A flock of 1,000 hens will eat 800 cwt. of feed a year, so that this saving is a worth-while one. By selling the eggs in trade-marked packages that permits of their easy identification in the stores, and by taking care that only eggs of the highest quality are put therein, prices that represent a premium of 10 cents or more a dozen over the highest market quotations are readily obtainable. In addition, by having a large supply, contracts can be made with hotels, clubs, restaurants and the better class of retailers that are usually out of the reach of the individual producers. By marketing all the eggs of the Community through the one channel, the marketing expenses are reduced to the lowest point.

The eggs are gathered from each unit daily, or as often as desired, so that the poultryman is able to give the whole of his time to his birds and the cultivation of his land or the improvement of his plant. This greatly increases his earning power. He can keep more hens efficiently and grow more vegetables and other marketable produce without hired labor, than he otherwise could.

CALIFORNIA COMMUNITIES

The Success of the Great Poultry Communities There is Due to Co-operative Methods

Co-operative buying of feed and marketing of eggs and table poultry have made California the greatest poultry State in the American Union. It has done this notwithstanding the fact that poultry feed stuffs are 35 per cent higher there than in States east of the Rocky Mountains and that its chief market is 3,000 miles distant. It costs at least \$400.00 more a year to feed 1,000 hens there than it does in Norfolk County, Ontario, and the average egg yield is no greater, if as great. Green feed may be produced out of doors over a longer period of the year in California than here, but this is a doubtful advantage, because it is of such a nature that when it is fed the eggs are inferior in texture and consistency of albumen, compared with Norfolk County eggs. The California eggs are not of as good eating quality, nor will they remain fresh or stand cold storage as long. The distance from New York, where most of them are marketed, is a big handicap. Yet co-operation has made hundreds of poultrymen there eminently successful.

A man on one of the units of the Miller Community at Simcoe has all of the advantages of co-operation that the California poultrymen enjoy, without the disadvantages of high feed costs and long distances from the consuming centres.

NORFOLK AS A POULTRY COUNTY

Its Breeding Stock is Noted in all the Civilized Countries of the World

Canadian poultry is noted for its high quality in all the civilized countries of the world, and this fame was won chiefly by the birds of Norfolk County, especially those of the Hon. John S. Martin at Port Dover, and

15 >

the Norfolk Specialty Farm at St. Williams. It is claimed that more money is paid annually by foreign breeders for Norfolk County poultry than for breeding stock in all the rest of Canada. The sun never sets on Norfolk County White Wyandottes, and the blood of its White Leghorns and Barred Plymouth Rocks is to be found in the flocks of all the State experiment stations and in many of the greatest breeding plants of the American Union.

The natural conditions in Norfolk County are unexcelled anywhere for poultry raising, and there are few localities where they can be equalled. The climate is the mildest in Canada east of the Rockies, and the springs are earlier by two to four weeks than is general in Ontario. This permits of the getting of the chicks into the out-of-doors that much earlier each spring—an important factor in maturing sturdy pullets for early fall and winter laying when egg prices are at their highest.



THE ROSEMONT—6 Rooms and Bath Room. A pleasant home, with wide, inviting verandah. The two heavy columns give it a touch of artistic grace, and add greatly to the appearance of the home. Cost, including land, poultry buildings, etc., \$5,500.00.

A COMMUNITY UNIT

Makes an Efficient Plan for Egg Farming on a Commercial Scale— Capable of Expansion to 2,000 Layers

The poultry plants, or units, on this Community, are planned to give a man a start at keeping poultry on a living-making basis at the lowest cost, and the terms are such that he is not troubled with heavy payments until he has had a chance to get well established on an earning basis.

A unit consists of the following, all of which are included in the purchase prices quoted in this folder:

- 1.—A dwelling, such as illustrated herein.
- 2.—A laying house for 500 hens.
- 3.—Three brooder houses for 1500 baby chicks.
- 4.—The necessary fencing.
- 5.—An abundant water supply piped to the plant, subject to annual charge of \$18.00 a year.

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Natural gas is available at rates which are only a third as high per heat unit as those charged in Toronto and other cities. Electricity is supplied at low rates by the Hydro Commission of Ontario.

The dwelling houses are built of frame on cement foundations, and are each of a distinctive appearance, making a home that any one may be proud of owning. They are well built by master builders. Each has a full-sized cellar, and is wired for electricity. Plumbing for natural gas, piping for water and installation of baths are extras.

The laying house is of a proved efficient type, well suited to Southern Ontario conditions. It is 140 feet long and 12 feet deep, with a feed and work room in the centre. Cel-o-glass, which admits the sun's health rays, is used for windows. It is also wired for electricity, and feed hoppers and nest batteries are supplied.

The brooder houses are 10x12 feet, also with Cel-o-glass windows, fitted with chimney for the brooder stove.



THE GLENCOE—5 Rooms and Bath Room
An attractive story and a half cottage of suburban type, having large sized bedrooms on second floor. Note the wide verandah, across the whole front of the house. Cost, including land, poultry buildings, etc., \$5,000.00.

The acreage is sufficient for a laying flock of 2,000 hens. The layers are kept in constant confinement throughout the year, the range being used to rear the young stock to replenish the laying flock.

THE MONEY REQUIRED TO START

Capital Necessary to get Established on a Living-Making Basis

To get properly established on one of these plants a man should have \$1,500.00 to \$2,000.00. Men who are willing to put up with privations for the first year or two, can succeed on a smaller amount. With \$2,000.00 and an earnest determination any person capable of doing an ordinary day's work can start with every assurance of success. His surplus earnings will be quite sufficient to meet all interest and mortgage payments on the property; and in addition will permit of considerable additions to his poultry housing. This is, of course, after allowing for reasonable living expenses.

In addition to the money required for the first payment on the plant, a man should have enough to buy 1,500 chicks, to feed the cockerels for about

three months and the pullets until they mature and start to lay, to buy brooder stoves and other equipment, and to keep himself and family for six or seven months. Tabulated, this will be about as follows:

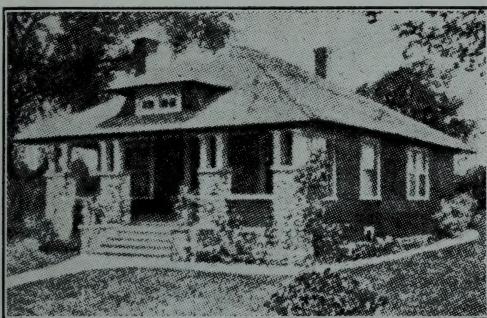
1500 baby chicks from high producing strains	\$300.00
Feed for cockerels for three months	75.00
Feed for pullets for six months	200.00
Three brooder stoves, equipped for gas, and piping ..	100.00
Drinking fountains and other equipment	25.00

	\$700.00
Less income from sale of broilers	300.00

	\$400.00

To this \$400.00 must be added enough capital to cover family living expenses until the pullets come into production—about six months.

Some men are so situated as to family that the income can be augmented by one or two members working out. There is a good demand for fruit



THE ZENITH—4 Rooms and Bath Room
Here is a real prize in a bungalow. Everything about this place pleases all who behold it, and is just the thing for a couple who want a comfortable home. Cost, including land, poultry buildings, etc., \$5,000.00.

pickers, etc., in the season, and the canneries give work to a large number of extra hands in the summer and fall months.

TERMS OF PAYMENT

Small Mortgage Obligations Until After Full Opportunity Has Been Given to Put a Plant on a Paying Basis.

The terms of payment have been arranged so as to impose no burden on the purchaser, and no payments are asked during the first two years, after which the surplus profits should be sufficient to take care of them. The cash payment required at the time of purchase is \$1,000.00, as well as any amount that the plant costs in excess of \$5,000.00. Two mortgages, each bearing interest at 7 per cent. payable half yearly, are taken, one for \$2,000.00 and the other for the balance. No payment on the principal of these mortgages is required for two years. After that a payment of \$200.00 every six months is asked. The first mortgage runs for five years and the second for seven years.

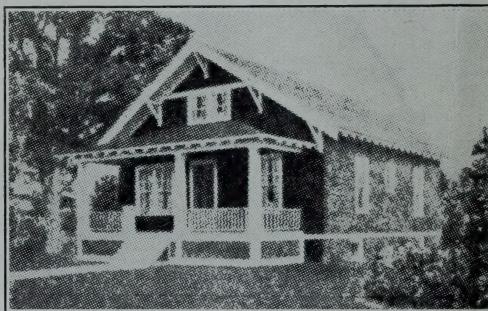
If the purchaser extends his poultry housing to take care of 1,000 layers in the second and subsequent years, and keeps that many hens, he can readily pay off the entire liability in five years, after paying for his extra buildings and all his living expenses.

With a flock of 1,000 layers, one of these plants can be readily paid for out of surplus earnings in five years or less.

INSURANCE AGAINST FAILURE

Expert Advice and Instruction Always Available for the Members of the Community

Each member of the Community is given free of charge the information and advice that is necessary to make it a success. He is helped with any troubles as they may arise in connection with the management of his flock. This assistance is given by experts of many years' experience as commercial



THE WAUNETA—4 Rooms and Bath Room
This cosy home is sure to win the admiration of every home lover. The illustration gives you a general impression of its graceful lines and pleasing appearance, but it is hard to imagine it in reality, painted and trimmed in the colors that you like best. It is a home that shows refinement and taste. Cost, including land, poultry buildings, etc., \$4,750.00.

poultrymen. The flocks are under constant supervision, and troubles that are common on most newly-started poultry farms, and that often result in failure are guarded against. It is not necessary to have had experience with poultry to be sure of success under this system, if the man is in earnest and is not afraid of work.

This expert help extends not only to the care of the laying flocks, but also applies to the rearing of the chicks and the maturing of the pullets so as to make them high-class layers. It includes instruction in the methods of marketing that brings the greatest profits. It covers every phase of egg farming.

This assistance is the best possible insurance against failure.

HOW SIDE LINES HELP

Vegetable and Fruit Crops That Help Augment the Income From Poultry

The first two years are the most difficult ones for the average man or woman who starts out to make a livelihood from poultry. This is the period when he is building up his laying flock, extending his housing, and when receipts are the lowest. There are several sidelines that he can profitably make use of on this Community to help carry him over this period.

Among these are a patch of strawberries. Planted one spring they will yield a paying crop the next one. Senator E. D. Smith says there is no place that this fruit grows or yields better than around Simcoe. Raspberries are also a profitable crop, and may be planted in the poultry runs. If three-year-old asparagus roots are put out, they will yield a good crop the next spring. Sweet corn can also be planted on the poultry range. The last three named products furnish excellent shade for the growing chicks in the hot summer



THE BENTON—6 Rooms and Bath Room
This is a compact house for a medium sized family. It is carefully planned for efficiency and comfort. This is a much larger home than it appears. Cost, including land, poultry buildings, etc., \$5,000.00.

months, and the chicks do not interfere with the maturing or harvesting of the crop therefrom.

A poultryman can also raise 200 or 300 extra pullets. There is a good market for these every fall at prices ranging from \$1.50 up.

PROFITS TO EXPECT

What May Reasonably be Expected in Return for Labor From 1,000 Hens

A labor profit of \$3.00 per hen per year is a safe one to count on from a flock of 500 or more hens on one of our Community plants. If the flock is renewed each year with pullets, the balance sheet of a plant with 1,000 layers will, at the end of the year, be about as follows:—

INCOME

Eggs, 12 doz. per hen, at 40c	\$4,800.00
900 hens at 75c	675.00
1,200 broilers at 50c	600.00
	—————\$6,075.00

EXPENSE

Feed for hens	\$1,500.00
Feed for pullets (6 mos.)	400.00
Feed for cockerels (3 mos.)	150.00
3,000 baby chicks	600.00
Incidental expense	250.00
	<u>\$2,900.00</u>
Labor profit	\$3,175.00

This estimate allows for a mortality of 10 per cent. in layers and 20 per cent. in growing chicks. Neither of these should exceed 5 per cent., and would give an additional profit of \$575.00. With egg prices as they have been during 1926, an average of 50c a dozen can be averaged, which would increase the income from eggs by \$1,200.00. On this basis the labor profit from 1,000 layers would be \$4,950.00. To add to this will be whatever is made from fruit and vegetables.

To accomodate 1,000 hens additional poultry houses that would cost \$1,200.00, less whatever labor the poultryman did in building same, would have to be constructed.

With a flock of 500 hens the profit would be but half, and with 2,000 hens it would be doubled.

SIMCOE AND ITS ENVIRONS

A Live Town Surrounded by a Rich Country Devoted to Specialized Agriculture

Simcoe, trim and prosperous, is the County Town of Norfolk, one of the Lake Erie counties. It is 42 miles south-west of Hamilton, and eight miles from the summer resorts of Port Dover and Port Ryerse. It is 84 miles from Toronto, and about the same distance from Buffalo, with paved Provincial highways connecting with these cities. It has a population of nearly 5,000, and several important industries, chief among which are woollen mills and canning factories. One of the latter is the largest in the British Empire. The soil of the surrounding territory is rich and fertile. The farmers are well-to-do, and several branches of agriculture and fruit growing are highly specialized. The spirit of co-operation is fostered generally by a live County Chamber of Commerce. There are churches of all denominations, public and separate schools, a high school and public library.

The Miller Poultry Community is located immediately east of the town, and is within ten minutes' walk of the business centre. The soil of this property is warm and well drained; easily worked, and grows splendid crops of strawberries, raspberries, asparagus—in fact all fruits and vegetables that fit in well with poultry.

The social advantages are of the best. The close proximity to the town gives the members of the Community full opportunity to take part in all its social and other activities. The lake is reached by electric car or paved highway, bringing the pleasure resorts on the lake shore within easy reach.